

MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE
Meeting
Celebrate Mansfield Festival Subcommittee
Monday, July 11, 2016
5:00 PM

Minutes

Present: Kim Bova, Millie Brosseau, Janine Callahan, and Ilze Taylor

Staff: Cynthia van Zelm and Kathleen Paterson

Guest: Alicia Benson

1. Call to order

In Chair Betsy Paterson's absence, Kathleen Paterson called the meeting to order at 5:00 PM.

2. Public comment

There was no public comment.

3. Approve Minutes from May 23, 2016 and June 13, 2016

Janine Callahan moved to approve the minutes as presented. Ilze Taylor seconded the motion. The minutes were approved.

4. Updates from committee members

Activities – Ms. Paterson sent an email to all of the downtown businesses, sent out a press release inviting all Mansfield businesses and community organizations to participate, and sent an email reminder to the Town's Department heads regarding the deadline for Activity Booths (Aug 5). **She will send a reminder email to past participants.**

Ms. Taylor asked if the Festival can be listed in the Vanilla Bean's newsletter. **Ms. Paterson will ask for next year (newsletter printed quarterly).**

Kim Bova will follow-up with the High School art program to confirm their participation. Ms. Bova said the teachers thought there could be more visibility for their display.

Entertainment/Music – Ms. Paterson reported that the contracts for both the opener and headliner bands have been received. She said she has confirmed Kidsville Kuckoo Revue and Pete Haddad's Hubba Bubba Magic Show for the second stage. She asked the committee for input on the schedule for the second stage. **Ms. Paterson and Alicia Benson will follow-up on potential acts for the second stage.**

Ms. Paterson said that the cooking demos by UConn Dining Services are confirmed.

Food – Ms. Paterson said the invitation letters to all Mansfield restaurants and past Festival participants have been sent. **Ms. Callahan will follow-up with potential food booths and contact the local food trucks.**

Ms. Callahan said she would like to encourage the downtown businesses to offer a special menu item during the Festival if they choose not to do a booth. She said a simple take-out menu could be a workable alternative for the businesses.

Parade – Ms. Paterson said that Betsy Paterson had reached out to the Grand Marshal nominee, who graciously accepted. **Ms. Paterson will send his email to Millie Brosseau.**

Ms. Brosseau said she has been recruiting bands and other groups. She noted that people typically wait until the end of the summer to sign up for the Parade.

Sponsors – Cynthia van Zelm reviewed the sponsorships received to date. She asked committee members to complete any remaining follow-up calls soon. She noted that the totals are close to the budgeted amount.

5. Review Draft Site Plan

Ms. Paterson shared copies of a draft site plan with the committee and requested feedback, particularly on whether or not the physical stage is needed for the Second Stage.

Ms. Brosseau suggested asking Bruce John for his opinion on whether or not the stage is needed. **Ms. Paterson will talk to Mr. John.**

Ms. Taylor asked about the climbing wall. Ms. Paterson said she had held off on ordering it due to the cost (\$1,000) and the space needed (30'x30'). She said that if more sponsorships come in, it could be worth pursuing, although the space issue would still need to be addressed.

Ms. Paterson will draft the rain plan, which will be very similar to 2015's plan.

6. Volunteer Needs

Ms. Paterson asked the committee to review the draft volunteer needs list and let her know of any needed changes.

Ms. Paterson will check to see how many cones remain from 2015.

Ms. Paterson will email potential Area Captains [Done].

7. Adjourn

The meeting adjourned at 5:57 PM.

Minutes by Kathleen M. Paterson